

THE PARADIGM OF FUNCTIONAL COMMUNICATION OF THE MODERN TEACHER IN THE GLOBALIZED SOCIETY

The article examines a topical topic in the modern educational paradigm, namely the issue of teachers' professional communication in the context of globalization. The authors reveal the key aspects of the functional communication paradigm, including the challenges and opportunities that arise in the context of the growing internationalization and digitalization of education.

The article analyzes the impact of globalization on the role of the teacher as a communicator and highlights strategies that teachers can use to improve the quality of communication in the context of international interaction and cultural diversity. In particular, the article examines the use of modern communication tools and technologies in the educational process.

In the conditions of globalization, education is undergoing significant changes that require the adaptation of educational systems and approaches, as well as the reform of higher education to meet the modern requirements of the globalized world and the training of competitive specialists.

Special attention is paid to the adaptation of teachers to new communication technologies and approaches, which are becoming important in the context of intercultural education and international partnership in the field of education. The author also considers how educational systems and teachers respond to the needs of global competitiveness and student mobility, as well as changes in teaching methods and pedagogical approaches that contribute to the development of students; communication skills in a multicultural world. The main aspects of this process include the active role of the teacher, the clarity and accessibility of communication, interaction and feedback, as well as the preparation of students for life in a globalized world. The authors draw attention to dynamic socio-economic transformations that affect the educational system and require a new strategy for teacher training. It is emphasized that modern education needs to take into account globalization

requirements, especially in the context of integration and digitalization. Functional communication, which involves monitoring expectations, awareness of communicative needs and interaction, plays an important role in the modern academic environment, and effective information exchange is key to solving strategic tasks of educational development.

Future teachers must be able to interact and communicate with students from different cultures and nationalities, hence the need for intercultural communication arises. The integration of teachers into a multicultural educational space is important. Changes in values and social needs, such as the leveling of cultural, racial, social, religious, ethnic homogeneity of educational groups, create new challenges for teachers who must be able to effectively communicate and interact with diverse groups of students.

The results of the study contribute to the understanding and improvement of the role of the teacher in the conditions of global changes, and also indicate the importance of developing intercultural communication skills for successful functioning in the educational environment of the 21st century.

Key words: education, paradigm, communication, teacher, innovation, globalization, learning, communication.